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September 30, 2004

TELECOPIER TRANSMITTAL SHEET**TELECOPY TO:** COMMISSIONER FOR PATENTS**FAX NUMBER:** (703) 872-9306**FROM:** JOHN P. O'BANION**RE:** 09/737,274
SON5180.02A**CERTIFICATE OF FACSIMILE TRANSMISSION (37 CFR 1.8)**

I hereby certify that the enclosed:

1. AMENDMENT AFTER FINAL ACTION (13 PAGES)

are being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 703-872-9306) on 30 September 2004.

JOHN P. O'BANION
(Type or print name of person signing certificate)

(Signature)

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NUMBER OF PAGES SENT (INCLUDING COVER SHEET): 14**IF THERE ARE ANY PROBLEMS OR QUESTIONS, PLEASE CONTACT US AT (916) 498-1010. OUR FAX NO. IS (916) 498-1074.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	09/737,274	Confirmation No.:	7901
Applicant	:	L. MICHAEL MARITZEN ET AL.		
Title	:	AUTOMATED USAGE-INDEPENDENT AND LOCATION-INDEPENDENT AGENT-BASED INCENTIVE METHOD AND SYSTEM FOR CUSTOMER RETENTION		
Filed	:	DECEMBER 12, 2000		
TC/A.U.	:	3621		
Examiner	:	ELISCA, PIERRE E.		
Docket No.	:	SON5180.02A		
Cust. No.	:	36813		

**MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22213-1450**

**AMENDMENT AFTER FINAL ACTION
EXPEDITED PROCEDURE
(37 CFR 1.116)**

Dear Sir:

This communication is in response to the Office Action mailed July 30, 2004.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.